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Data & AI

Data Literacy for Behavioral & Journey Analytics Playbook

Reading a customer journey funnel well enough to know where people are actually getting stuck, and why

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy around behavioral and customer journey analytics — funnel drop-off interpretation, session and path data critical reading, and distinguishing genuine friction points from expected natural attrition — addressing common misinterpretations that can misdirect product and experience improvement efforts.

Doesn't a funnel drop-off point obviously indicate where the

biggest problem is? Not necessarily — some drop-off is natural and expected at any funnel stage (genuine disinterest, comparison shopping), and the stage with the largest raw drop-off count isn't always the stage with the most addressable friction. Genuine literacy means

distinguishing addressable friction from expected natural attrition.

What's the most common data literacy gap specifically in journey

analytics? Treating aggregate funnel data as representing a single typical journey, when actual customer paths are often much more varied — segmenting journey data by relevant customer type often reveals very different patterns than the aggregate view suggests.

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